EYETHREE PRIVACY POLICY

Version 1.0 – December 2025

EYETHREE'S COMMITMENT TO PRIVACY

At EyeThree, protecting your neural data is a responsibility we take exceptionally seriously. Our E3Profile service transforms your brain scans into insights about neuroplasticity and cognitive function – we understand that neural data represents sensitive, personal information . The protection of neural data is an emerging area of regulation and protection. We have designed our privacy practices to align with existing laws and regulations around personally identifiable information (PII) and personal health information (PHI), including standards established by HIPAA (Health Insurance Portability and Accountability Act). As possible using current technologies, we attempt to minimize the identifiability of your neural data and will evaluate how we can improve the protection of your neural data. We encourage you to take a moment to carefully review this Policy so you can make informed decisions about your data on EyeThree platforms.

Our Core Privacy Commitments:

- Your neural data is treated as highly sensitive information requiring data identifiability and cybersecurity protections
- You maintain ownership and control over your brain data including the option to retrieve it, save it, and have it deleted from EyeThree's information systems.
- We never sell your neural data or use it for advertising purposes
- If we implement artificial intelligence features for processing user-generated content (e.g., the Journal feature), we will ensure appropriate contractual and technical protections are in place before such features become available. Research participation is always your choice, consistent with the information provided in the Informed Consent Form.
- Our service is designed for general wellness and informational purposes only

---

1. SCOPE & DEFINITIONS

This Privacy Policy explains how EyeThree, Inc. ("EyeThree," "we," "us," or "our") collects, uses, stores, protects, and shares information obtained through our E3Profile brain scanning service and platform.

EyeThree Privacy Policy

E3Profile is a consumer brain performance tracking service using multi-echo functional magnetic resonance imaging (ME-fMRI), non-diagnostic anatomical brain MRI scans (T1-weighted MPRAGE), and Precision Functional Mapping methods to provide insights about brain activity patterns across 16 functional brain networks. This service and platform transform your short (e.g. 15-minute) resting-state brain MRI scans into personalized metrics about your brain's functional capabilities and potential for change.

Key Terms:

- **ME-fMRI Data** refers to raw multi-echo functional magnetic resonance imaging brain scan data collected during your scanning sessions
- **Processed Brain Metrics** are the neuroplasticity, neural load, and composite scores derived from ME-fMRI data
- **Study-ID** is a pseudonymous alphanumeric identifier that replaces your name in our processing systems
- **Radiology Partner** refers to third-party scanning facilities that perform your brain scan
- **Brain Networks** are the 16 distinct functional brain networks we analyze for neuroplasticity patterns
- **Website Visitor** refers to individuals who interact with our website and may provide contact information before becoming E3Profile customers or research participants
- **Marketing Communications** are promotional messages about EyeThree services, offerings, events, or educational content sent via email or SMS to individuals who have provided consent

This policy applies to all E3Profile users and research study participants who engage with our services. This policy also applies to information collected through our website at www.eyethree.ai, including contact information you provide through inquiry forms, newsletter signups, waitlist registrations, or other website interactions, and to email and text message communications between you and EyeThree.

---

2. HOW WE CLASSIFY BRAIN DATA

We classify functional brain scan data as highly sensitive personal information and have implemented robust protections to secure that data. Neural data can potentially reveal cognitive states, thought patterns, and mental processes, making it uniquely sensitive. While current US law doesn't mandate special treatment for brain data, we've chosen to implement strong safeguards meeting or exceeding U.S. health information laws (i.e. HIPAA) because we believe neural data deserves exceptional protection.

Version 1.0 – December 2025

While federal law does not yet specifically address neural data, several states have begun classifying it as sensitive personal information requiring enhanced protections. We have designed our practices to meet these emerging standards, and we comply with all applicable guidelines and legal requirements in the jurisdictions where we operate.

---

3. DATA WE COLLECT

Essential Data Collection

Brain Imaging Data forms the core of our service. We collect ME-fMRI brain scans and non-diagnostic anatomical brain scans during your 15-minute scanning sessions at Partner Radiology facilities. This data is de-identified (your personal health information and personally identifying information, PHI and PII) on-site before transmission over computer networks (e.g. public internet) to EyeThree infrastructure, ensuring that raw scan data with personal identifiers never reaches our systems. EyeThree never retains the original raw brain scan files themselves and cannot obtain this form of the data from the Radiology Partner.

Neural Metrics derived from Brain Imaging Data are prepared, utilized, and stored in de-identified formats and housed within EyeThree's secure cloud infrastructure. These de-identification procedures are designed to significantly reduce the risk of re-identification, though no de-identification method can guarantee complete anonymity as technology evolves.

Account Information includes your email address for platform access and study communications, along with your birth month and year for age verification and population benchmarking. We also maintain secure password credentials for your E3Profile platform access.

Website Contact Information: When you interact with our website, you may choose to provide contact information through various channels. Inquiry and interest forms collect your name, email address, and optionally your phone number when you request information about E3Profile services. Newsletter and waitlist signups collect your email address and communication preferences when you subscribe to updates or join our waitlist. Event registrations collect contact details when you register for webinars, informational sessions, or other EyeThree events.

This information is collected separately from E3Profile platform data and is used to respond to your inquiries and, with your consent, to send you marketing communications about our services.

EyeThree Privacy Policy

Identity Management: EyeThree uses standard online Identity Management providers (Google, Microsoft, Auth0). Any identifying data such as name, full date of birth, addresses, etc. are stored with your selected identity provider and EyeThree does not have access to this information.

Safety Screening Data is collected at the imaging site temporarily to ensure your safety during MRI scanning and not shared with EyeThree. This information includes MRI contraindication screening details that are retained only until scan completion and automatically deleted within 24 hours of your scanning session.

Signed Consent Forms and other Research Study Documents are stored separately in secure third-party document management and signature systems (Docusign) and are not stored alongside neural metrics or account information databases.

Personal Health Information (PHI) is stored at the imaging site, which is a medical facility with a medical records system. This information includes identifying information per HIPAA definitions. This information is not transferred to EyeThree. If there are extenuating circumstances related to medical or legal requirement to retrieve this information, it must be retrieved directly from the imaging site. Users can contact the imaging site for further information or request to remove PHI from medical record systems, as needed.

Optional Data Collection

Journaling (Activity Logging) allows you to self-report activities and experiences between scanning sessions. This includes cognitive activities, physical exercises, creative pursuits, and social interactions that may correlate with changes in your brain function patterns.

Platform Feedback encompasses your responses to user experience surveys, feature preferences, and suggestions for service improvement that help us enhance the E3Profile platform.

Data We Do NOT Collect

We deliberately avoid collecting certain categories of information to minimize privacy risks. We do not collect medical history or health conditions, clinical and/or diagnostic information or health records, genetic data or family health history, location tracking beyond general regionalization, or social security numbers and detailed financial information beyond that required for payment processing as required by federal laws.

---

4. WHY WE COLLECT AND USE YOUR DATA

Primary Service Delivery

We process your data primarily to deliver the E3Profile service you've purchased. This includes generating your personalized neuroplasticity and neural load metrics across 16 brain networks, providing population benchmark comparisons to contextualize your results, enabling longitudinal tracking of your brain function patterns across multiple scans, and delivering these insights through secure E3Profile platform access.

AI-Enhanced Insights

We may offer artificial intelligence features to provide personalized insights about your brain data. If and when we implement AI processing capabilities, we will ensure appropriate data protection measures are in place, including contractual protections with any service providers and encryption of data in transit. This policy will be updated to reflect the specific protections implemented before any AI features become available to users.

Secondary Uses Requiring Your Consent

Beyond core service delivery, we may seek your explicit consent for additional uses of your data. Research and development activities help us improve our algorithms and contribute to scientific advancement in neuroplasticity understanding. Service enhancement uses your feedback and usage patterns to develop new platform features and optimize user experience. Academic collaborations may involve sharing de-identified data with university research partners for peer-reviewed publications, always with your explicit permission.

Marketing and Promotional Communications

With your consent, we may use the contact information you provide through our website to send you marketing and promotional communications. These communications may include information about E3Profile services and features, educational content about brain health and neuroplasticity, announcements about research opportunities or company news, invitations to events, webinars, or informational sessions, and special offers or promotions.

We send marketing communications only to individuals who have affirmatively opted in to receive them. You may withdraw your consent at any time using the methods described in Section 14.

---

5. RESEARCH STUDY PARTICIPATION

Your participation in IRB-approved research conducted by EyeThree is governed by the Informed Consent Document that must be signed before enrolling in the study. This consent specifies your voluntary participation and your rights to withdraw while maintaining access to your personal brain insights.

Service Delivery vs. Research Participation

E3Profile provides brain activity measurements and computed interpretations to customers as a commercial service. Separately, we may invite customers to participate in optional research studies that help advance neuroscience and improve our services.

Current Research Studies

We operate under IRB-approved research protocols based on human subjects research provisions outlined in 45 CFR Part 46 (Protection of Human Subjects). Participation in these studies is entirely voluntary and governed by separate informed consent documents that clearly explain the research purposes, procedures, and your rights as a research participant.

Your Data in Research

If you choose to participate in research, your de-identified brain data may be used to understand neuroplasticity patterns, improve our algorithms, and contribute to scientific publications. Research participation never affects your access to your personal brain insights.

Key Distinction

Your E3Profile service and research participation are separate decisions. You can always access your personal brain metrics regardless of research participation choices, and you can withdraw from research studies while continuing to use E3Profile services.

Additional Privacy Protections

The privacy protections outlined in this policy are additive to and exceed the privacy frameworks of any EyeThree sponsored research studies you may participate in.

6. HOW WE MANAGE YOUR DATA

Mandatory Data Processors

Radiology Partners/Imaging Sites facilitate scan acquisition and on-site de-identification. They have access to raw fMRI data only during collection and are responsible for retaining this data for a period of time based on state regulatory requirements. In the scenario where your brain imaging data needs to be accessed for any reason other than the processing of

metrics provided by E3Profile, the Radiology Partner is the responsible party for this information. These partnerships operate strictly within the United States.

Cloud Infrastructure We use qualified cloud computing providers operating through Business Associate Agreements (BAA), namely Amazon Web Services (AWS), to handle secure processing, storage, and platform hosting. AWS only receives de-identified brain data, with all data protected by encryption at rest and in-flight, data access monitoring, and cybersecurity monitoring. Our AWS infrastructure operates in US regions.

Authentication Services manage secure user login and identity verification. These services access only email addresses and authentication credentials, maintaining SOC 2 Type I and ISO 27001 certifications for security compliance. Certification documents available upon request.

Optional Data Recipients

With your explicit consent, we may share certain data with research collaborators for approved scientific studies, academic institutions for peer-reviewed research, or technology development partners for service enhancement. All such sharing involves de-identified data and operates under strict confidentiality agreements.

What We Never Do

We maintain absolute restrictions on certain data practices. We never sell your personal data to third parties, never share individual brain data for commercial advertising purposes, and never provide raw fMRI scans to external parties without your explicit consent. Your neural information is never used for marketing targeting or user profiling for commercial purposes.

---

7. YOUR RIGHTS AND CONTROLS

Comprehensive Privacy Rights

Our platform, systems, and processes are designed to meet health-related privacy rights available under current privacy laws in the United States. You have comprehensive rights regarding your personal and neural data:

- **Access:** Download all your data in machine-readable formats such as JSON or CSV
- **Correction:** Modify any inaccurate account information and platform preferences
- **Deletion:** Request removal of your data with 30-day maximum retention for fraud prevention after account closure

- **Opt-Out:** Decline sale or sharing of your personal information (though we never sell your data)
- **Non-Discrimination:** Receive equal treatment for exercising these rights

Exercising Your Rights

To exercise any of these rights, you can email us at privacy@eyethree.ai. We will respond to requests within 30 business days and provide verification procedures to protect your privacy.

Our privacy practices are designed to meet the requirements of health-related data protection standards and to anticipate emerging neural data privacy regulations.

---

8. TECHNICAL SAFEGUARDS & SECURITY

Data Protection Architecture

We protect your data using comprehensive encryption throughout its entire lifecycle. When brain imaging data is transmitted to EyeThree, it is encrypted during transmission and stored in secure storage. We use a Key Management Service (KMS) to control encryption keys, ensuring that only authorized systems can access your data through centralized key management with role-based access controls in line with HIPAA guidelines.

All connections between our systems maintain encryption, including data transmission from our infrastructure services for storage and AI processing. When we deliver insights back to you, these communications are also encrypted to protect your information in transit. During active data processing, all processing occurs within secure cloud infrastructure.

Access Controls and Monitoring

We implement access controls using Identity and Access Management (IAM) systems with role-based permissions that follow the principle of least privilege. We maintain automated digital service accounts with limited, specific permissions for routine processing tasks. These access permissions are reviewed regularly, with immediate revocation when roles change.

Our systems maintain comprehensive audit logs of all data access and processing activities. These logs are designed to protect your privacy by recording access patterns and system activities without including personal information from your brain scans. We monitor these logs to detect any unusual access patterns or security events, and medical imaging data is never included in system log files.

De-identification Process

Before your brain scan data enters our processing systems, it undergoes de-identification following HIPAA Safe Harbor methodology. This process removes 18 categories of personal identifiers from DICOM file headers. In addition, as part of the processing, automated facial feature masking is implemented, and stored imaging data does not retain features of your physical likeness (e.g. as would be visible in an ordinary MRI or CAT scan). Your personal identifiers are replaced with pseudonymous Study-IDs, and we maintain separation between identifying information and your imaging data to ensure privacy protection throughout processing.

9. DATA RETENTION & LIFECYCLE MANAGEMENT

We maintain different retention periods for different types of data based on their purpose and sensitivity. Raw fMRI brain scans are never retained by EyeThree systems, though our radiology partners retain them for a period of time based on state regulatory requirements. Processed brain metrics are retained for your account lifetime plus 30 days after account closure to ensure you can access your historical data and insights.

Account information including your email and birth month/year is retained while your account remains active, with a maximum of 30 days retention after account closure. Activity logs and platform data that you generate can be deleted upon request, though security logs are retained for one year for audit purposes.

We implement automated retention management with scheduled deletion of expired temporary data and regular purging of unnecessary system logs.

10. MEDICAL DISCLAIMERS & SCOPE LIMITATIONS

E3Profile is designed exclusively for general wellness and informational purposes. Our platform provides insights about brain function patterns to help you understand your brain activity characteristics. These insights are educational in nature and not intended for medical use (See Informed Consent and medical disclaimers on the E3Profile application).

E3Profile does not diagnose, treat, prevent, or cure any disease or medical condition. We do not provide medical advice or healthcare guidance, monitor or assess medical conditions or symptoms, replace professional medical care or consultation, or function as a medical device or diagnostic tool.

We are not a medical records system nor do we employ medical record management software. As referenced above, data are stored in anonymized formats and systems that prevent readily associating your identity, medical information, and neural metrics data.

For any health concerns, medical questions, or decisions about your wellbeing, you should consult with qualified healthcare professionals. Our brain function insights cannot and should never be used for medical decision-making.

---

11. AGE RESTRICTIONS & CAPACITY REQUIREMENTS

E3Profile is available only to adults aged 25 and older. All users must attest to the capacity to understand the informational, non-medical nature of our service, the implications of sharing neural data for research purposes, the voluntary nature of all research participation, and the limitations and appropriate uses of brain function insights.

---

12. INCIDENT RESPONSE & BREACH NOTIFICATION

We implement incident response procedures to address any security vulnerabilities that may arise. In the event of an incident, we conduct immediate containment and impact assessment, determine data exposure risk, and activate our internal incident response team.

For high-risk incidents involving potential neural data exposure, we provide direct notification to affected users in a timely manner, including clear explanation of what data was potentially accessed, specific steps users can take to protect themselves, and access to a dedicated incident response support channel.

We comply with all federal and state breach notification requirements and cooperate with regulatory investigations while maintaining detailed incident response documentation.

---

13. DIGITAL TECHNOLOGIES & ANALYTICS

We use analytics tools to understand how users interact with our website and E3Profile platform, which helps us improve our services and user experience. Our data collection includes website usage patterns and page views, platform feature usage and session duration, device information such as browser type and operating system, and general location information at the city or region level rather than precise location.

We work with analytics providers for cloud and web services, mobile app analytics for platform usage insights, and performance monitoring tools to ensure service reliability. We do not use this data for advertising or share it with advertisers.

Cookies and Tracking Technologies

Our website uses cookies and similar tracking technologies for essential functionality and analytics. Essential cookies are required for login, security, and basic platform functionality. Analytics cookies help us understand website and platform usage patterns. Preference cookies remember your settings and preferences. You can control cookies through your browser settings, though disabling essential cookies may affect platform functionality.

Website Forms and Lead Capture

Our website includes forms that allow you to request information, join waitlists, or subscribe to communications. When you submit these forms, we collect the information you provide and may use cookies or similar technologies to understand how you found our website and which content interests you. This helps us respond appropriately to your inquiry and tailor our communications to your interests.

Form submissions are stored in secure customer relationship management systems with access controls limiting who can view your contact information. We do not sell contact information collected through website forms.

---

14. COMMUNICATIONS & MARKETING

We may send you communications related to your inquiries, your E3Profile service, and your account.

Service and Transactional Communications

If you are an E3Profile customer or research participant, you will receive service communications including account setup and verification emails, platform updates and new feature notifications, security alerts and important account information, and technical support communications. You cannot opt out of essential service communications such as security alerts and billing notices while maintaining an active account.

Marketing Communications

If you have provided your consent, we may send you marketing communications via email or SMS. These communications may include information about E3Profile services and new offerings, educational content about neuroplasticity and brain wellness, research

opportunities and scientific updates, event invitations and company announcements, and promotional offers.

Email Communications. We send marketing emails only to individuals who have opted in through our website forms, at events, or through other consent mechanisms. Each marketing email includes an unsubscribe link that allows you to opt out of future marketing emails. Unsubscribe requests are processed within 10 business days.

SMS/Text Message Communications. By providing your phone number and consenting to receive text messages, you agree to receive marketing and informational text messages from EyeThree at the phone number provided. Message frequency varies based on your interactions and preferences. Message and data rates may apply depending on your mobile carrier and plan.

You may opt out of SMS communications at any time by replying STOP to any message. For assistance, reply HELP or contact us at info@eyethree.ai. After opting out, you will receive a confirmation message and no further marketing texts unless you re-subscribe. Opting out of SMS does not affect your receipt of transactional messages related to your E3Profile account, if applicable.

Consent to receive SMS marketing communications is not a condition of purchasing E3Profile services. Carriers are not liable for delayed or undelivered messages.

Managing Your Communication Preferences

You can manage your communication preferences through the following methods: through unsubscribe links included in marketing emails; by replying STOP to any SMS message; or by contacting our support team at info@eyethree.ai or privacy@eyethree.ai.

Please note that opting out of marketing communications does not affect service communications necessary for your E3Profile account or legally required notices.

15. THIRD-PARTY LINKS & EXTERNAL SERVICES

Our platform and communications may include links to external websites or resources for scientific research publications and studies, educational content about brain science and neuroplasticity, partner organization websites, and academic institution resources.

We are not responsible for the privacy practices of these external websites or services. When you click on external links or access third-party resources, you are subject to their privacy policies and terms of service, and your interactions are governed by their data

collection practices. We recommend reviewing their privacy policies before sharing personal information.

Clicking on external links does not share your E3Profile data or neural information with those third parties. Any data sharing would require explicit consent through our platform.

16. DATA STORAGE LOCATION

Your personal information and brain data are stored using secure cloud infrastructure on Amazon Web Services (AWS) servers located in United States East regions. Data is stored in encrypted S3 buckets within AWS Virtual Private Cloud (VPC) with AWS operating under a Business Associate Agreement (BAA).

17. USER-GENERATED CONTENT & ACTIVITY LOGGING

As part of our service, you may choose to journal activities and experiences through the E3Profile platform. These user-generated content types include self-reported activities such as exercise, work, learning, and creative pursuits, subjective experiences and observations, notes about daily routines or significant events, and responses to optional questionnaires or surveys.

You can edit, update, or delete your activity entries at any time. Activity data may be analyzed to understand correlations with brain function changes, though this analysis uses data associated with your pseudonymous Study-ID rather than directly with your personal identity. Using activity data for research requires your explicit consent through IRB-approved research studies.

When journaling activities, while we encrypt this data in flight and at rest, we strongly recommend avoiding identifying information such as full names, specific addresses, or exact dates. You are encouraged to follow instructions for the use of the Journaling feature for best practices for your information and information about people and places you are Journaling about. Research staff may review aggregated activity patterns for scientific analysis. You maintain ownership of all content you create within the E3Profile platform and can request its deletion at any time.

18. PAYMENT AND FINANCIAL INFORMATION

E3Profile services require payment for brain scanning sessions and platform access, and we use secure, third-party payment processors to handle financial transactions. The financial data we collect includes billing name and address for payment verification, payment method information processed by secure third-party providers, and transaction history for your E3Profile services.

Our payment security measures ensure that all payment processing is handled by PCI-compliant third-party processors, EyeThree does not store complete credit card numbers or financial account details, payment information is encrypted during transmission and storage, and secure tokenization is used for recurring payment processing.

Our payment processors operate under strict security and privacy standards, are required to maintain PCI DSS compliance for payment card security, are subject to their own privacy policies for financial data handling, and are contractually obligated to protect your financial information.

We retain transaction records for accounting, tax, and legal compliance purposes, maintain financial records according to standard business record retention requirements, and you can request copies of your transaction history through customer support.

19. POLICY UPDATES & CHANGES

We may update this privacy policy to reflect changes in our practices, new legal requirements, or service enhancements. When we make changes, we will post the revised policy with a new effective date and indicate where you can find it on our website or in-app.

For material changes that significantly affect how we handle your data, we will notify you via email or through an in-app notification at least 30 days before the changes take effect. We encourage you to review this policy periodically to stay informed about how we protect your data.

If you disagree with any changes, you have several options: you can discontinue use of E3Profile under the updated terms, request data deletion before the changes take effect, and/or contact us with questions or concerns about the changes.

20. CONTACT INFORMATION

For any questions about this privacy policy or to exercise your data rights, please contact us at privacy@eyethree.ai. We will respond to privacy-related inquiries within 10 business days. For general platform support, technical questions, or account assistance, reach out to info@eyethree.ai.

We are committed to addressing your privacy concerns and helping you understand how your data is protected throughout your E3Profile experience.